



Honoring Asset Builders

Most people like to be recognized for good things they do. Honoring individuals and organizations that build assets not only feels good for the people honored, it also keeps the asset-building momentum going. Here are some ideas for honoring asset builders:



✦ **Choose an asset-builder-of-the-month.**

One community photographs the asset builder in action and writes a press release about her or his activities. A community newspaper publishes the item and one congregation sets up a display surrounded by holiday lights that has a person's photo in the middle and a short description of her or his contributions.

✦ **Name asset-builders-of-the-year.** You may want to choose a lot of people or organizations or just a few. If you name individuals, select people of different ages.

✦ **Think of honoring asset builders as a way of inspiring others.** Be sure to share the stories of what honorees have done; they may spark others' ideas.

✦ **Have someone design thank-you bookmarks that say "Awesome Asset Builder" or "Outstanding Asset Builder."** They could include a place to list characteristics of volunteer asset builders, such as caring, thoughtful, cheerful, understanding, a good listener, and so on.

✦ **Give a "touching" appreciation.** Arrange for students from a local school of massage to come to an asset-builder appreciation event and give short massages to the asset builders. Give each person you honor an outline of a hand with an individual message of thanks inside.

✦ **Ask local businesses to donate items or services that you can give as thank-you gifts.** Items could include a gift certificate from a restaurant or store, movie tickets, a plant from a local nursery, T-shirts signed by children and youth, or free video rentals. It's good public relations for businesses to donate items to an important cause such as asset building.

✦ **Interview a child or teenager who knows the asset builder being honored.** Ask for examples and stories of what the asset builder has done for kids. Write these up and present them to the asset builder during an event.

✦ **Plan an annual tea, reception, or other recognition for honoring asset builders.** (These do not need to be costly, but they should be creative and affirming.) Consider inviting individuals whose lives were touched by the asset builders to host the event or provide treats or service.

✦ **Create an asset-builder photo wall.** Take a photograph of each person you want to honor and make a collage. Put names and a description of each person's efforts next to her or his photo. Some places have had asset builders hold their hands outstretched when taking the photos and then linked the photos hand in hand.